



FY25 PARTNERSHIPS



# Hawkeye Sports Properties

August 2024 – June 2025



Hawkeye Sports Properties is providing Explore Minnesota with a new partnership opportunity to advertise to the University's sports fans during the 2024-2025 season. Goals include building the EMT newsletter database while creating awareness, delivering measurable brand impressions, and inspiring fans to explore Minnesota.

The sponsorship includes two Gameday Getaway Sweepstakes campaigns, each hosted on [hawkeyesports.com](http://hawkeyesports.com) and promoted via social media posts and digital ads on the Fanbase platform and Hawk Talk Weekly newsletter. The August promotion resulted in 7,920 sign-ups and 3,845 Minnesota Explorer newsletter opt-ins. The December promotion resulted in 1,932 sign-ups and 916 Minnesota Explorer newsletter opt-ins.

Additional branding assets include 30-second radio spots, [live radio features](#) during the football and men's basketball seasons on Hawkeye Radio Network, and TV-visible in-venue goal-arm signage at the men's basketball home games.







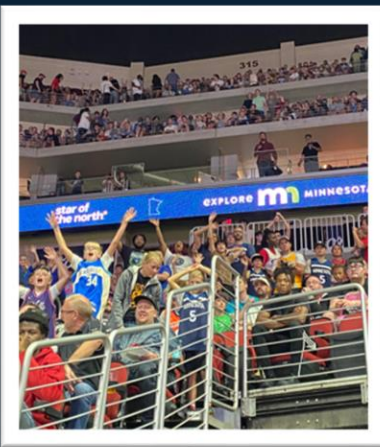
# Northwestern Sports Properties

August 2024 – June 2025

Northwestern Sports Properties is providing Explore Minnesota with a partnership opportunity to advertise to the University's sports fan audience during the 2024-2025 season. Goals include building the EMT newsletter database while creating awareness, delivering measurable brand impressions, and inspiring fans to explore Minnesota.

The sponsorship includes promotional assets during all Northwestern vs. Minnesota Match-up home and away games, including TV-visible LED and scoreboard signage, radio spots, "Out of Town Scores" radio feature sponsorship, live reads, digital program ads, banner ads, travel guide distribution, and a social sweepstakes campaign scheduled March 15 to April 15, featuring an Explore Minnesota Getaway prize.





# Iowa Wolves

October 2024 – April 2025



The Iowa Wolves, an NBA G League basketball team based in Des Moines, Iowa, owned and operated by Minnesota Timberwolves, is providing Explore Minnesota with a new partnership opportunity to advertise to the engaged Wolves sports fans during the 2024-2025 season. Goals include delivering measurable brand impressions, building the Explore Minnesota newsletter database, creating awareness, and inspiring fans to explore Minnesota.

The sponsorship package includes Presenting Partner of the Minnesota Timberwolves preseason game against the Philadelphia 76ers at Wells Fargo Arena on October 11 with increased signage throughout the game, including in-game video board and LED ribbon branding, concourse A-frame signage, customized selfie station graphics, an on-court promotion during the game and an opportunity to provide branded items to fans with a section giveaway.

Explore Minnesota is the Presenting Partner of Final Score Graphics social content for all regular-season home and away games. Branding assets will run during all regular-season home games, including one 30-second in-game commercial displayed on the video board, basket pad LED, and player entrance banners. In January, the Iowa Wolves hosted a four-week sweepstakes campaign resulting in 492 entries and 196 opt-ins.

# PWHL– Minnesota FROST

Dec 2024 – May 2025



The Professional Women's Hockey League (PWHL) and the Minnesota Frost is providing Explore Minnesota with a partnership opportunity to advertise to their engaged, Minnesota-proud sports fan audience during the 2024-25 season. The effort's goals include supporting Minnesota women's professional sports, amplifying Minnesota as the "State of Hockey," delivering branding, creating awareness and inspiring hockey fans to explore Minnesota.

The sponsorship package includes two 30-second TV commercials per game broadcasted on FanDuel Sports Network, TV-visible Dasher Board signage with the Explore Minnesota logo in front of the team bench and a game-day social media graphic sponsorship.

Minnesota Frost is one of six teams in the newly launched Professional Women's Hockey League, founded in 2023. The team took home the 2023-24 PWHL Championship. The PWHL features the world's best women's hockey players competing against teams from desirable tourism markets: Minnesota, Boston, Montreal, New York, Ottawa and Toronto.





# MN Twins

**April – Sept 2025**

The Minnesota Twins Baseball Club is providing Explore Minnesota with a new partnership opportunity to advertise to its engaged sports fans during the 2025 season.

The sponsorship package includes direct-to-consumer Twins.TV streaming advertising targeting Minnesota's border states, an Out-of-State media campaign sponsorship, and a custom four-week sweepstakes campaign hosted on the MN Twins website from May 1 to May 28. Promotional ads will run on Twins.com, social media posts will target the Chicago market, and a dedicated email will encourage baseball fans to sign up for a chance to win four tickets to the Twins vs. Cubs game at Target Field on July 10, four City Connect Jerseys, \$500 Concessions/Team Store gift card, lodging, and dining gift cards.

Goals include delivering branding, creating awareness, building Explore Minnesota's newsletter database and inspiring fans to explore Minnesota.





# Audacy

July 8-10, 2025

Audacy is providing Explore Minnesota with a new partnership opportunity to advertise on The 670 Score (WSCR-AM), reaching engaged radio sports fans with a Chicago Cubs vs. Minnesota Twins Series Sponsorship marketing campaign.

The gameday series campaign includes over 1.1 million estimated impressions (Adults 25-54) and 75 radio spots consisting of radio commercials and Series Sponsorship mentions during the Cubs vs. Twins match-up series from July 8 to July 10 at Wrigley Field, Chicago. The goals include creating excellent awareness and branding during a prime tourism timeframe within one of Explore Minnesota's key markets.

The radio campaign will amplify the Minnesota Twins partnership, creating additional reach and exposure within the Chicago market and inspiring sports fans to plan their summer Minnesota getaways, thereby increasing tourism and website traffic to [ExploreMinnesota.com](https://www.exploreminnesota.com).

The 670 Score is the Chicago voice of the fan, celebrating more than 30 years of sports talk and delivering curated content, play-by-play, debate, and game coverage to passionate sports fans.



# Outfront Media

June 16 – July 13, 2025

**OUTFRONT**



Outfront Media is providing Explore Minnesota with a new partnership opportunity to advertise in Chicago's West Loop on a large, illuminated vinyl billboard June 16-July 13 in a highly trafficked and populated area near the Ogilvie Transportation Center and Chicago Union Station on Washington Boulevard.

The billboard advertising will provide excellent awareness, reach and branding within one of Explore Minnesota's key markets during the prime tourism months, leading up to the Cubs vs. MN game series from July 8 to July 10 at Target Field, Twin Cities Pride in June and other summer festivals and events. This campaign will also align well with the Minnesota Twins partnership, which includes a Gameday Getaway Sweepstakes targeting the Chicago market.

Goals include reaching out to and inspiring Chicagoans and Chicago visitors to plan and take a trip to Minnesota by plane, car or the new Amtrak Borealis train, thereby increasing tourism and website traffic to [ExploreMinnesota.com](https://ExploreMinnesota.com).





**CHICAGO**  
MAGAZINE

# Chicago Magazine

May & September 2025

In partnership with Chicago Magazine, Explore Minnesota will run a full-page ad in the May (Midwest Travel) and September (Fall Travel) issues distributed in over 90,000 print copies, reaching engaged Chicago residents and visitors.

The ad insertion campaign will provide excellent reach and engagement with travel enthusiasts within the Chicago area, a key market of Minnesota tourism, in efforts to extend awareness and inspire this audience to plan/take a trip to Minnesota as they plan seasonal travel thereby also increasing website traffic to [ExploreMinnesota.com](https://ExploreMinnesota.com), travel guide orders and social accounts.



**m** EXPLORE  
MINNESOTA





# Milwaukee Brewers

March - Sept 2025

The Milwaukee Brewers Baseball Club is providing Explore Minnesota with a partnership opportunity to advertise to its engaged sports fans during the 2025 season.

The sponsorship package includes a custom two-week sweepstakes campaign hosted on the Brewers website from May 15 to 28. Promotional ads will run on Brewers.com, and emails will target baseball fans to sign up for a chance to win tickets to the Brewers vs. MN Twins game at Target Field on June 21 and 22, lodging, and a \$1,500 gift card.

Additional branding assets include scoreboard signage and video spots running on 400+ American Family Field in-stadium televisions during in-game, inning breaks and pre-game.

Goals include building EMT's newsletter database while generating awareness and inspiration to explore Minnesota with an estimated 3-4 million impressions and 2,000 newsletter opt-ins provided with the campaign.







Good Karma Brands is providing Explore Minnesota with a new partnership opportunity to advertise on ESPN Milwaukee, driving interest and awareness to an engaged radio sports fan audience with a multi-channel marketing campaign.

The campaign will include over 2.5 million estimated impressions with radio commercials and live reads. Branding assets are scheduled to run from May 1 to 15, with sweepstakes messaging and 416,666 geo-targeted premium pushdown digital ad impressions running from May 16 to 28, promoting the Milwaukee Brewers partnership Gameday Getaway Sweepstakes. These deliverables will provide excellent awareness and branding leading up to the Brewers/Twins home game series played in Minnesota from June 20 to 22 and during prime tourism months within one of Explore Minnesota's key markets.

The radio campaign will amplify the Milwaukee Brewers partnership, creating additional reach, exposure and frequency to inspire Brewer fans to plan their summer Minnesota getaways during the shoulder of high travel season, thereby increasing Explore Minnesota's website and social traffic.

ESPN Milwaukee is the epicenter for all things sports in Milwaukee, Wisconsin and beyond. The ESPN radio network is the biggest sports network in the U.S. and is the exclusive home of MLB and NBA national radio broadcasts, covering the most talked-about moments in sports.





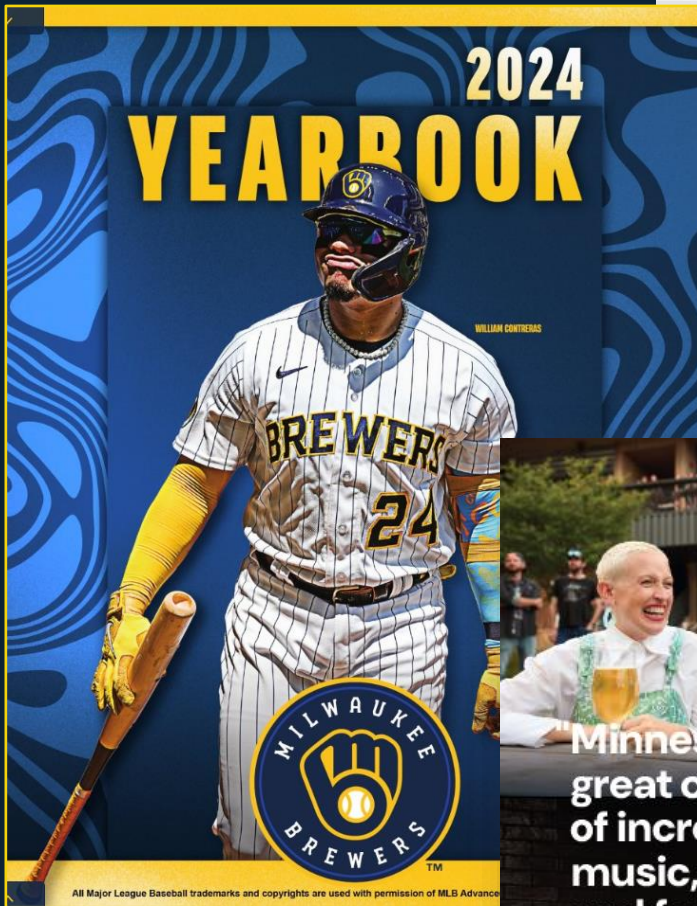
# USA TODAY

## 2025 Milwaukee Brewers Official Yearbook

**March - Sept 2025**

In partnership with USA Today, Explore Minnesota will run a full-page ad in the Milwaukee Brewers Official Yearbook, distributed in over 500,000 print and digital copies.

The ad insertion campaign aligns perfectly with the Milwaukee Brewers partnership. It will create additional reach, exposure and frequency to inspire Brewer fans to plan their summer Minnesota getaways during the shoulder of high travel season, thereby increasing tourism and website traffic to [ExploreMinnesota.com](https://ExploreMinnesota.com).



**"Minnesota has a great combination of incredible music, culture and food"**

**Kristen Kaza**  
EVENTS PRODUCER AND PARTY PROMOTER

Touring Prince's Paisley Park was a bucket list item for these travelers/music lovers from Chicago. What they found along the way had them excited to come back (even in the winter!).

See their journey and plan your own trip at [ExploreMinnesota.com](https://ExploreMinnesota.com)

 **m** EXPLORE MINNESOTA  
star of the north™



# St. Paul Saints

March - Sept 2025

The St. Paul Saints is providing Explore Minnesota with an opportunity to advertise to their engaged sports fans during the 2025 season. The partnership includes a Day of the Week Sponsorship, Explore Minnesota Wednesdays, with radio advertising and live reads, TV/Stream advertising, in-game videoboard ads and home plate signage, social media features including a Player Call-ups sponsorship feature and an in-game quiz, MN Wednesday Puzzlers, highlighting Minnesota destinations and attractions, a custom two-week out-of-market sweepstakes featuring a VIP experience gameday getaway prize.

The sponsorship also provides Explore Minnesota with the opportunity to throw out the first pitch and broadcast a third-inning radio interview on KFAN Plus, 96.7 FM, during the Wednesday home games, highlighting Minnesota destinations, website banner ads, logo inclusion in the Saints pocket schedule and Minnesota Travel Guide distribution

Goals include delivering branding, creating awareness, building Explore Minnesota's newsletter database and inspiring fans to explore Minnesota.





# 2025 FARM AID

**May – Sept 2025**

Farm Aid, Inc is providing Explore Minnesota with a custom sponsorship at the **2025 Farm Aid event on Sept. 20th at Huntington Stadium, Minneapolis** to include brand name/logo and content inclusion festival announcements, branded selfie spot, emails, website, HOMEGROWN Concession menus, digital signage, event app, social media, and more. Explore Minnesota will provide 6,000 branded lanyards for production, VIP, and artist credentials, travel guides for 125 staff media, 60 artist welcome bags, and 1,200-1,500 hotel rooms, and will provide cross-promotion via in-house newsletters and social media.

**Farm Aid 2025 is a celebration of their 40th Anniversary with its first time at Minnesota and the first one at a stadium since 2012. An estimated attendance of 43,000 will include about 30% of attendees traveling from out of state.**

Farm Aid is a nonprofit organization founded by Willie Nelson, Neil Young, and John Mellencamp in 1985 to address the plight of American farmers. Farm Aid hosts an annual music and food festival that brings together artists, farmers, and food enthusiasts to celebrate family farms and raise funds for Farm Aid's work. Its primary goal is to support family farmers and build a more sustainable and equitable agricultural system. Farm Aid achieves this through a variety of initiatives, including raising awareness, funding programs, promoting food from family farms, and advocating for fair farm policies.



# Mpls-St Paul Magazine

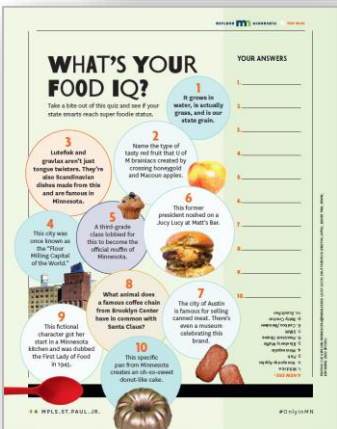
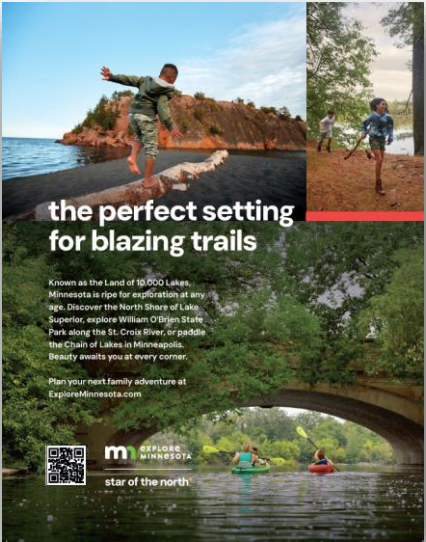
June 2025

Mpls  
St Paul

Explore Minnesota will partner with Mpls-St Paul Magazine with the June 2025 JUNIOR Summer Issue to promote Minnesota summer family-fun activities and destinations. The compact publication is created for on-the-go families, grandparents, and childcare providers but is explicitly written with kids in mind.

50,000 issues will be polybagged with the June 2025 edition of Mpls- St Paul Magazine, and 20,000 overruns will be provided to Explore Minnesota for distribution at Welcome Centers and online with the digital edition.

Deliverables include the EMN logo on the cover, two full-page display ads, a welcome mention, three branded content pages, a partnership noted across all MSP channels, and 3 paid social posts in the Green Bay, Milwaukee, and Des Moines markets.






# Pride Journeys

January – December 2025

Pride Journeys is offering Explore Minnesota a new partnership opportunity with a multi-channel national marketing package to inspire and welcome the LGBTQ+ communities to plan and take a trip to Minnesota, thereby increasing tourism and website traffic to ExploreMinnesota.com. The package includes a [Pride Journeys Travel Directory premium listing](#), Pride Journeys magazine ad inclusion, digital ads, social media and blog posts.


Pride Journeys is the premier source for LGBTQ travel, publishing destination reviews and lifestyle content that is insightful and engaging to readers. Pride Journey's syndicated articles have appeared in numerous LGBT publications nationwide, including Out Traveler, OutClique Magazine, Erie Gay News, Grab Magazine, Q Notes and more.



[Directory](#)
[Contact](#)

2024 LGBTQ Travel Directory

MINNESOTA




**Explore Minnesota**  
 Address: 121 7th Pl E # 360, St Paul, MN 55101  
 Phone Number: (888) 847-4866  
 Website: [exploreminnesota.com/lgbtq](https://exploreminnesota.com/lgbtq)

**Social Media:**  
<https://www.facebook.com/ExploreMinnesota>  
<https://www.instagram.com/exploreminnesota/>  
<https://www.youtube.com/@ExploreMinnesota>

No matter where you're from, who you love or which season is your favorite, Minnesota welcomes you to plan a trip around your passions or discover a new one. Do a drag brunch, shop small and explore queer communities, take in a summer concert and festival, dine at renowned LGBTQ-owned restaurants, or dance your way through the nation's third-largest free Pride Festival. Discover all that awaits you and learn why Minnesota is the Star of the North.

[VIEW MORE](#)

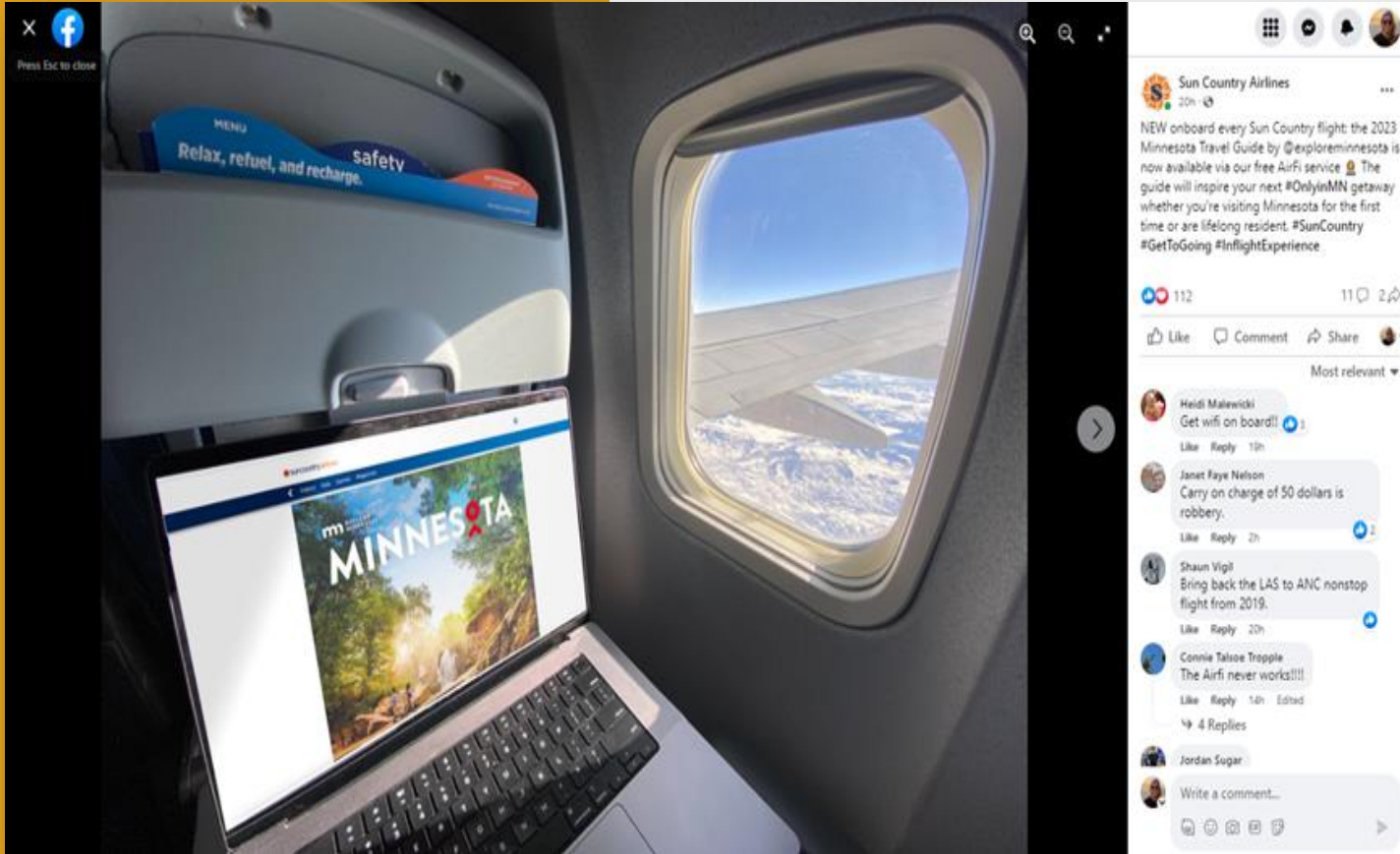
where being yourself  
is always in fashion



star of  
the north

# Sun Country Airlines

January – December 2025



Sun Country Airlines continues to provide Explore Minnesota with an In-Flight partnership opportunity in 2025. The magazine section features a downloadable Minnesota Travel Guide, and the Explore Minnesota logo is included on the partner page linked to the Travel Guide. The partnership's goals include creating awareness and providing travel inspiration to the Sun Country passengers.

Since the partnership began in 2023, Explore Minnesota has consistently been the most-read magazine offered by Sun Country's IFE system, with 58,262 and 56,467 unique reads in 2023 and 2024, respectively.









# Minnesota Grown

January – December 2025

Explore Minnesota and Minnesota Grown exchange in-kind contributions to increase consumer exposure and awareness of both brands. The partnership includes newsletter ads, social post collaborations, a member web page, “Partner with Explore Minnesota”, and other in-house marketing tactics.






Team Up with Explore Minnesota to Maximize Your Minnesota Grown Membership!

EXPLORE MINNESOTA TOURISM

Agri-tourism is an important and under-represented segment of tourism in Minnesota. You can leverage the powerful Explore Minnesota brand to amplify your business, your marketing, and stay up to date on travel industry news and trends. You are producers and creators that make up the fabric of Minnesota and embody the truest meaning of “Minnesota Made”.

Here's a little about Explore Minnesota and opportunities for you to get involved.



**VISION**

To be a top 10 destination for extraordinary travel in all four seasons.

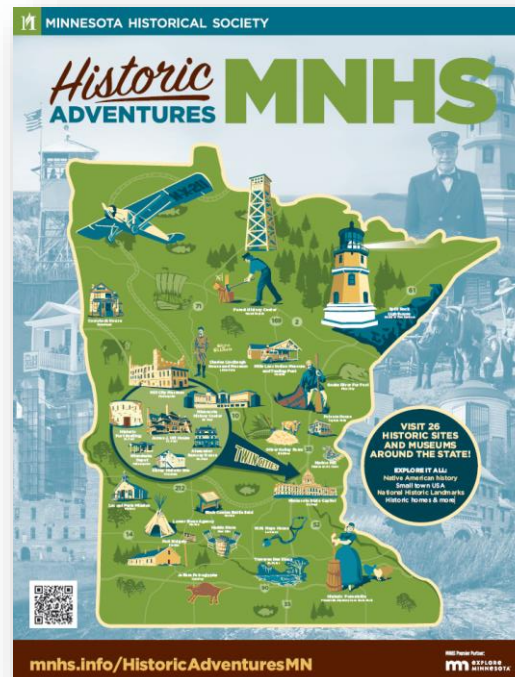
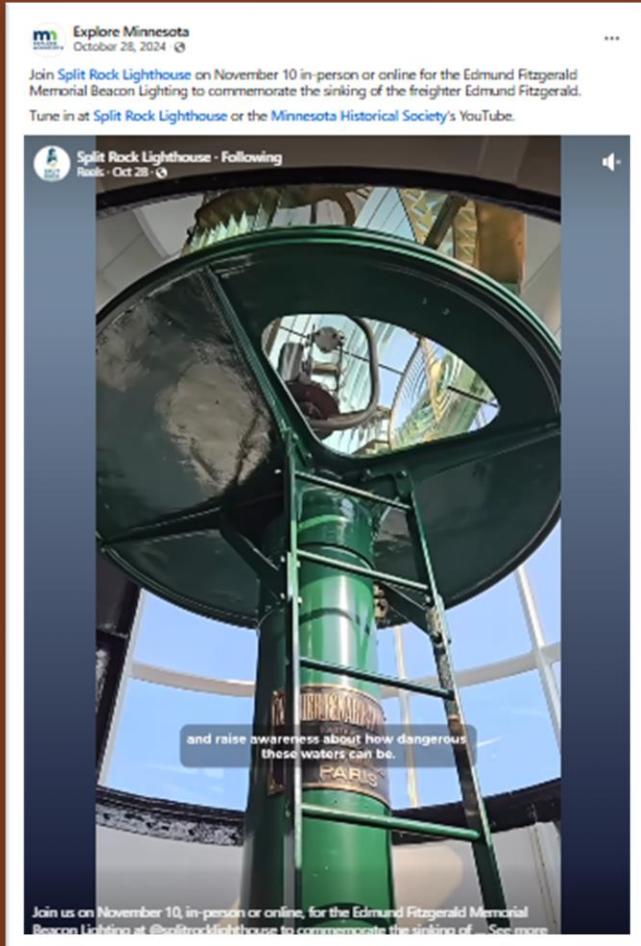
**MISSION**

We support Minnesota's economy and promote sustainable travel by welcoming all to experience our diverse cultures and destinations through innovative marketing, industry partnerships and unique storytelling.

# Minnesota Historical Society

January – December 2025

Explore Minnesota and Minnesota Historical Society exchange in-kind contributions to increase consumer exposure and awareness of both brands. The partnership includes newsletter ads, social post collaborations, inclusion and distribution of the Travel Guide, distribution of the Historic Adventures Map and other in-house marketing tactics.





# MN SLOPES – Minnesota Ski Areas Association

December 2024 – March 2025

Explore Minnesota and the Minnesota Ski Areas Association have teamed up once again to promote Minnesota's downhill skiing and snowboarding areas throughout the season.

The Minnesota Slopes partnership aims to create awareness and generate travel to Minnesota ski areas and destinations throughout the winter. Additionally, the partners aim to increase website & social traffic, provide travel ideas and resources for consumers to plan their ski trips and getaways, encourage healthy lifestyles, and inspire travelers to experience new winter outdoor recreation activities.

Prospective skiing/boarding enthusiasts are targeted through a multimedia marketing approach, including [KARE 11 sponsored ski reports](#), TV spots, Premion-Over the Top streaming TV, weather sponsorships, Orange142 travel intent digital and native ads, video instream, and a variety of partner communications.





A change of season and a change of scenery go hand in hand. You probably already know that golfing in Minnesota is a great way to get out and enjoy the rainbow of colors. It's also one of the best seasons to discover (or rediscover!) Minnesota cities, towns, and outdoor treasures.

Is this going to be the fall when you finally hike to Minnesota's highest waterfall at [Grand Portage State Park](#), view the prairie in its fall



# Minnesota Golf Association & Explore Minnesota Golf Alliance

January 2023 – December 2024

The Minnesota Golf Association & Explore Minnesota Golf Alliance Marketing Partnership included the creation, publication and distribution of the 2023-24 Golf Guide, inclusion of logos/links on partner's websites and communications, EMT golf video usage, digital website ads, dedicated emails, social posts and other deliverables.

Goals included inspiring golf enthusiasts to plan their golf adventures at Minnesota's 500 golf courses and explore surrounding destinations & attractions.